WE CLAIM:

1.   A method of customizing products and services offered by an out-of-home provider to a customer's personal preferences, the method comprising:

      creating a customer profile;

      collecting data about a customer's preferences;

      storing the collected data in the customer profile; and

      using a decision tree to customize the customer's out-of-home experience based on the collected data.

2.   A method as claimed in claim 1 wherein the out-of-home provider is a resort or entertainment operator.

3.   A method as claimed in claim 1 including integrating the customer preferences, customer profile and available facilities thereby to improve the out-of-home experience for customers and patrons of facilities out-of-home.

4.   A method as claimed in claim 1 including the steps of integrating the out-of-home provider facilities with desires of the customer, and matching the facilities with the desires of customers.

5.   A method as claimed in claim 1 including the forming the customer profile from data obtained from the customer, the customer being a repeat user of one or more facilities of the operator.

6.   A method as claimed in claim 1 including enhancing the match between the facility of the provider and the customer desires, the enhancement being effected by data obtained from historical records relating to preferences of the customer.

7.   A method as claimed in claim 1 wherein integration affects a match between customer preferences of the future with the a variety of vacation, accommodation, entertainment and travel packages available, preferably, as provided by the operator.

8.   A method as claimed in claim 1 including attaining an improved level of customer satisfaction and at the same time attaining and improved implementation of the operator's facilities thereby to enhance the operator's business.

9.   A method as claimed in claim 1 wherein the operator controls a data environment relating to the information of the customer.

10.   A method as claimed in claim 9 wherein such data environment is selectively a profile of the customer, including selectively family details, being selectively at least one of the size of the family, age of the family and preferences of the customer or family when they have an out-of-home experience.

11.   A method as claimed in claim 1 wherein the out-of-home experience includes at least one of travel mode, accommodation, entertainment or dining.

12.   A method as claimed in claim 1 wherein the out-of-home experience includes at least several of travel mode, accommodation, entertainment or dining.

13.   A method as claimed in claim 1 including dynamically changing the operator's database according to changes in the customer profile.

14.   A method as claimed in claim 1 including dynamically changing the operator's database according to changes available facilities.

15.   A method as claimed in claim 13 including dynamically changing the operator's database according to changes available facilities.

16.   A method as claimed in claim 1 wherein the operator operates a database of products and services, selectively including one or more of travel mode, vacation choice, entertainment choice and dining choice.

17.   A method as claimed in claim 1 wherein there is at least two data environments, a first data environment being a customer data environment and a second data environment being of products and services, and including matching the data environments by a recommender algorithm such that the customers desires are strategically matched with the available services and products.

18. A method as claimed in claim 1 wherein the customer profile includes an entry of the current bibliographical data of a customer, and relating current data to past bibliographical data.

19. A method as claimed in claim 1 including creating an integration of itinerary, entitlements, customer profile, accounting, reporting, and pricing.

20. A method as claimed in claim 1 including integrating the requirements of the customer, the customer selectively accessing the system by at least one of personal call, travel agent, groups sales or wholesalers.

21. A method as claimed in claim 1 including generating a time line for affecting a communication stream to a customer to enhance the out-of-home experience.

22. A system of customizing products and services offered by an out-of-home provider to a customer's personal preferences, the system comprising:

a database of a customer profile;

an input for collecting data about a customer's preferences;

the data storage for storing the collected data in the customer profile; and

a software algorithm including a decision tree to customize the customer's out-of-home experience based on the collected data.

23. A system as claimed in claim 22 wherein the out-of-home provider is a resort or entertainment operator.

24. A system as claimed in claim 22 including software for integrating the customer preferences, customer profile and available facilities thereby to improve the out-of-home experience for customers and patrons of facilities out-of-home.

25. A system as claimed in claim 22 including software for integrating the out-of-home provider facilities with desires of the customer, and matching the facilities with the desires of customers.

26. A system as claimed in claim 22 including software for enhancing the match between the facility of the provider and the customer desires, the enhancement

being effected by recommender integrator software applying data from historical records relating to preferences of the customer.

27. A system as claimed in claim 22 including into integration software for affecting a match between customer preferences of the future with the a variety of vacation, accommodation, entertainment and travel packages available, preferably, as provided by the operator.

28. A system as claimed in claim 22 wherein such database is selectively a profile of the customer, including selectively family details, being selectively at least one of the size of the family, age of the family and preferences of the customer or family when they have an out-of-home experience.

29. A system as claimed in claim 22 wherein the software matches the out-of-home experience including at least one of travel mode, accommodation, entertainment or dining.

30. A system as claimed in claim 22 wherein the software matches the out-of-home experience including at least several of travel mode, accommodation, entertainment or dining.

31. A system as claimed in claim 22 including software for dynamically changing the operator's database according to changes in the customer profile, and dynamically changing the operator's database according to changes available facilities.

32. A system as claimed in claim 22 wherein there is at least two data environments, a first data environment being a customer data environment and a second environment of products and services, and including software for matching the databases by a recommender algorithm such that the customers desires are strategically matched with the available services and products.

33. A system as claimed in claim 22 including components for integration of itinerary, entitlements, customer profile, accounting, reporting, and pricing.

34. A system as claimed in claim 22 including components for integrating the requirements of the customer, the customer selectively accessing the system by at least one of personal call, travel agent, groups sales or wholesalers.

35. A system as claimed in claim 22 including software for generating a time line for affecting a communication stream to a customer to enhance the out-of-home experience.